

JEWELRY

Bulgari flaunts jewelry for modern divas in personified film

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Still from Bulgari's *Divas' Dream* film. Image credit: Bulgari

By SARAH JONES

Italian jeweler Bulgari is bringing its new Divas' Dreams collection to life through content that speaks to the contemporary woman.

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Taking inspiration from women's beauty rituals in Rome, the collection has been updated for today's divas, with a lively campaign to match. Rather than leaning on a spokesmodel or personalities to promote the collection, Bulgari has chosen to let the jewelry itself be the main character in its marketing.

Bulgari was reached for comment.

Roman reverie

To introduce its 2017 Divas' Dream collection, Bulgari tapped filmmaker Virgilio Villoresi, who created a short that stars the pieces.

At the start of the film, the viewer is taken through a golden doorway. They emerge in a dark room with a single crystal chandelier and two marble columns.

A feather magically conjures a series of mirrors, and as it twirls in front of its reflection, it turns into a Divas' Dream necklace. Performing further, the necklace swings and two earrings wearing feathered headdresses split off from the pendant.

Outside on a recreation of the Spanish Steps, a necklace is seen hoisting itself onto a balcony. It is discovered by a series of earring neighbors, who swing their shutters open to spy upon the necklace.

Bulgari Divas' Dream Contemporary Jewelry

In a behind-the-scenes film, Mr. Villoresi explains that he thought of a "visual symphony," saying that Bulgari gave him the opportunity to "express [his] imagination."

He further notes that he aimed to capture the movement of the jewelry, along with its femininity and sensuality.

An iconic shape from the Bulgari house, Divas' Dream was inspired by the fan-shaped mosaics found on Rome's Caracalla Baths. The collection has been updated for this year with new styles and colors, including a new lighter openwork design.



Pieces from Bulgari's Divas' Dream collection. Image credit: Bulgari

Bulgari's collection is also an adaption to the styling of jewelry today, where baubles are not confined to nighttime appearances. Instead, women wear statement pieces from morning until night.

Animated approach

While storytelling often relies on human characters, some brands have proven that products can act as characters themselves.

French lifestyle brand Herms, for instance, demonstrated how mismatched porcelain tableware can be chic and stylish.

As millennials move away from traditional tableware sets that tend to only be used for holidays, if at all, home interior brands have had to be creative to interest the demographic. In a series of short videos, Herms looks to spur interest in its Tie Set tableware line by presenting the collection as laidback and casual, unlike the usual association with high-end china ([see story](#)).

Swiss jeweler de Grisogono's latest jewelry collection brings a cadre of wacky characters to a series of pendants and rings.

The collection, called Crazyimals, sees a series of seven animal characters personified in jewelry form, each with their own accompanying personalities and character traits. A short film fleshes out each character and draws attention to their distinctive styles ([see story](#)).